

ABSTRACT OF THE DISCLOSURE

A reflective display device includes a switching layer, placed between substrates, for switching between a transmissive state for allowing transmission of incident light and a scattering state for scattering the incident light, and a retro-reflector for reflecting an incident ray from the liquid crystal layer so that an outgoing ray of the reflected light is parallel to the incident ray. A pitch of smallest unit structures of the retro-reflector is set to be larger than 0 mm and not more than 5 mm. The retro-reflector is preferably in a form of a corner cube array and has light absorbing surface portions at borders of the smallest unit structures. With this reflective display device, brightness of white state and contrast ratio can be improved.